

CLAIMS

1-25. (Cancelled).

26. (Currently Amended) A method of controlling retransmission of email message content in an email message by a recipient of the email message, the method comprising:

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 inserting control information into a first email message to control retransmission of the email message content in a second email message originating from a recipient of the first email message, without deleting the recipient's copy of the first email message;
 and
 transmitting the first email message to the recipient.

27. (Previously Added) The method of claim 26, wherein the second email message comprises a reply message, and wherein the control information controls inclusion of the email message content in the reply message.

28. (Previously Added) The method of claim 26, wherein the second email message comprises a forwarding message, and wherein the control information controls inclusion of the selected portions of the email message content in the forwarding message.

29. (Previously Added) The method of claim 26, wherein the control information causes at least a portion of the email message content to be excluded from the second email message.

30. (Previously Added) The method of claim 26, wherein the control information causes the entire email message content to be excluded from the second email message.

C) 31. (Previously Added) The method of claim 26, further comprising selecting a portion of the email message content to be excluded from the second email message, and wherein the control information causes the selected email message content in the first email message to be excluded from the second email message.

32. (Previously Added) The method of claim 31, wherein selecting a portion of the email message content to be excluded from the second email message comprises receiving a keyword entered by a user and selecting portions of the email message content based on the keyword entered by the user.

33. (Previously Added) The method of claim 32, wherein selecting portions of the email message content based on the keyword entered by the user comprises selecting each occurrence of the keyword in the email message content.

34. (Previously Added) The method of claim 33, wherein selecting portions of the email message content based on the keyword entered by the user comprises selecting predetermined text encompassing occurrences of the keyword in the email message content.

35. (Previously Added) The method of claim 26, wherein the control information causes at least a portion of the email message content to be excluded from the second email message based on the identity of the recipient.

36. (Currently Amended) A method of controlling retransmission of email message content in an email message by a recipient of the email message, the method comprising:

c) receiving a first email message comprising email message content and control information to control retransmission of the email message content; and excluding selected portions of the email message content in the first email message from a second email message originating from the recipient of the first email message based on the control information in the first email message, without deleting the recipient's copy of the first email message.

37. (Previously Added) The method of claim 36, wherein the second email message comprises a reply message, and wherein the control information controls inclusion of the selected portions of the email message content in the reply message.

38. (Previously Added) The method of claim 36, wherein the second email message comprises a forwarding message, and wherein the control information controls inclusion of the selected portions of the email message content in the forwarding message.

39. (Previously Added) The method of claim 36, wherein excluding selected portions of the email message content in the first email message from a second email message originating from the recipient of the first email message based on the control information in the first email message comprises excluding portions of the email message selected by a sender of the first email message.

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40. (Previously Added) The method of claim 36, wherein excluding selected portions of the email message content in the first email message from a second email message originating from the recipient of the first email message based on the control information in the first email message comprises excluding the entire email message content from the second email message.

41. (Previously Added) The method of claim 36, wherein the control information causes at least a portion of the email message content to be excluded from the second email message based on the identity of the recipient.

42. (Currently Amended) An apparatus for sending email comprising:

C) a computing device programmed to insert control information into a first email message that controls retransmission of the email message content in a second email message originating from a recipient of the first email message, without deleting the recipient's copy of the first email message.

43. (Previously Added) The apparatus of claim 42, wherein the second email message comprises a reply message, and wherein the control information controls inclusion of the email message content in the reply message.

44. (Previously Added) The apparatus of claim 42, wherein the second email message comprises a forwarding message, and wherein the control information controls inclusion of the email message content in the forwarding message.

45. (Previously Added) The apparatus of claim 42, wherein the control information causes at least a portion of the email message content to be excluded from the second email message.

46. (Previously Added) The apparatus of claim 45, wherein the control information causes the entire email message content to be excluded from the second email message.

47. (Previously Added) The apparatus of claim 45, wherein the computing device is programmed to select a portion of the email message content to be excluded from the second email message based on user input, and wherein the control information causes the selected email message content in the first email message to be excluded from the second email message.

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48. (Previously Added) The apparatus of claim 47, wherein the computing device is programmed to select a portion of the email message content to be excluded from the second email message based on a keyword entered by a user.

49. (Previously Added) The apparatus of claim 48, wherein the computing device is programmed to select text based on occurrences of the keyword in the email message content.

50. (Previously Added) The apparatus of claim 48, wherein the computing device is programmed to select predetermined text encompassing each occurrence of the keyword in the email message content.

51. (Previously Added) The apparatus of claim 42, wherein the control information causes at least a portion of the email message content to be excluded from the second email message based on the identity of the recipient.

52. (Currently Amended) An apparatus for sending email comprising:

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a computing device programmed to exclude email message content in a first email message from a second email message originating from the recipient of the first email message based on control information in the first email message without deleting the recipient's copy of first email message.

53. (Previously Added) The apparatus of claim 52, wherein the second email message comprises a reply message, and wherein the control information controls inclusion of the email message content in the reply message.

54. (Previously Added) The apparatus of claim 52, wherein the second email message comprises a forwarding message, and wherein the control information controls inclusion of the email message content in the forwarding message.

55. (Previously Added) The apparatus of claim 52, wherein the control information causes at least a portion of the email message content in the first email message selected by a sender to be excluded from the second email message.

56. (Previously Added) The apparatus of claim 52, wherein the control information causes the entire email message content in the first email message to be excluded from the second email message.

57. (Currently Amended) An email application stored in a computer-readable medium, the program comprising:

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code allowing insertion of control information into a first email message to control retransmission of email message content in the first email message in a second email message originating from a recipient of the first email message without deleting the recipient's copy of the first email message.

58. (Previously Added) The application according to claim 57, wherein the second email message comprises a reply message, and wherein the control information controls inclusion of the email message content in the reply message.

59. (Previously Added) The application of claim 57, wherein the second email message comprises a forwarding message, and wherein the control information controls inclusion of the email message content in the forwarding message.

60. (Previously Added) The application of claim 57, wherein the control information causes at least a portion of the email message content to be excluded from the second email message.

61. (Previously Added) The application of claim 57, wherein the control information causes the entire email message content to be excluded from the second email message.

62. (Previously Added) The application of claim 57, wherein the control information causes at least a portion of the email message content to be excluded based on the identity of the recipient.

63. (Currently Amended) An email application stored in a computer-readable medium, the email application comprising:

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code to exclude selected portions of email message content in a first email message
from a second email message originating from a recipient of the first email message
based on control information in the first email message without deleting the
recipient's copy of the first email message.

64. (Previously Added) The application of claim 63, wherein the second email message comprises a reply message, and wherein the control information controls inclusion of the email message content in the reply message.

65. (Previously Added) The application of claim 63, wherein the second email message comprises a forwarding message, and wherein the control information controls inclusion of the email message content in the forwarding message.

66. (Previously Added) The application of claim 63, wherein the code causes the selected portions of the email message content of the first message based on a selection by a sender of the first message.

67. (Previously Added) The application of claim 63, wherein the code causes the entire email message content of the first email message to be excluded from the second email message.

68. (Previously Added) The application of claim 63, wherein the code causes at least a portion of the email message content to be excluded from the second email message based on the identity of the recipient.
